



Milton Economic Development Committee
Meeting Minutes – 5-14-2014
WBOC Conference Room - 5:30 PM
1 The Square, Milton

1. The meeting came to order at about 6:00 PM. Bob Howard chaired the meeting.
2. The following people were in attendance:
Committee Members:
 - Bob Blayney
 - Michela Coffaro
 - Steve Crawford
 - Jim Crellin
 - Bob Howard
 - Glenn Howard
 - John Collier – Council liaison to the EDC
3. The agenda was agreed to as published.
4. The minutes of the 4/09/14 meeting were approved.
5. Comments at Start of Meeting –
 - Michela Coffaro brought two documents of interest for the Committee. A 1944 “Economic Bill of Rights” under FDR and a Cape Gazette article titled “Officials highlight Delaware’s strengths” were distributed to Committee members.
 - Glenn Howard reported that he saw the new “Start a Business Process” in Town Hall and when he asked about contacting the Town Project Coordinator, there is an apparent lack of training regarding the document. John Collier took a note to investigate.
6. Announcements -
 - Bob Howard reported Lisa Sumstine, the Milton Chamber of Commerce Executive Director will be attending the National Main Streets Conference in Detroit this week.
 - Bob Howard had an email that was forwarded to him from Mayor Jones from an individual complaining about navigating the Town website to find sewer and water impact fee information. Bob Blayney said that he had the same issue. John Collier took a note to investigate.
 - Bob Howard reported that to support the Horseshoe Crab Festival, the EDC is sponsoring an advertisement.
7. Old Business:

7.1 Review of Action Items from 4/09 meeting – Action items were either completed or are discussed further under old business agenda items.

7.2 Signage Project Status – Although Alex Donnan was not in attendance, Bob Howard reported that DELDOT is suggesting the use of ‘brown signs’. He also reported that Kristen Patterson, Council Woman, is willing to allow a Welcome to Milton sign on their medical facility property located at near the entrance to town on Federal Street. John Collier further said that he has talked to Delmarva Power about putting banners on some street poles and that the Town will need to check with DELDOT for any restrictions they may have.

Although not a signage project per se, there was discussion about the need to repair/replace the Town clock with an updated new structure.

7.3 Mural Project – Steve Crawford reported that there was an initial planning meeting and the project was viewed as one that would benefit the Town and should move forward. Steve will be contacting various individuals to form a concept group that will help define the message and design of the mural. In addition, he is going to pursue securing funding from the Downtown Delaware organization. Allison Schell, Director of the Milton Historical Society, will also investigate funding opportunities.

7.4 Revision of the Town’s Comprehensive Plan – An EDC subcommittee of Bob Howard, Jim Crellin and Mike Clark has been formed and Bob Howard reported that the first Planning and Zoning Committee public participation meeting was held on May 12th. This meeting was held to explain the process and importance of this activity. It also allowed for the first public input to the process by allowing Town residents to ask questions, make suggestions and receive assurances that their input will be invaluable to the process. A schedule of meetings and the topics to be covered in the Comprehensive Plan rewrite will be published so that the public can be prepared to contribute at the meetings.

7.5 EDC Advertising – Steve Crawford reported that he had contacted Linda Newton and Janet Turner to get their opinion on the feasibility of a generic Town advertisement that could be used to support all the town events sponsored by non-town organizations. The response is that it is doable and a very rough cost estimate is about \$250. Steve will pursue getting a rough mock-up to present to Council.

7.6 Shop Local – Steve Crawford investigated the ‘Shop Local’ program and presented a 12 page package obtained from the internet that explains the benefits, structure, partnerships and execution of a ‘shop local’ program. Steve’s opinion is that it is basically an education and advertising program for both consumers and businesses. Per John Collier’s suggestion, Steve will contact Mayor Jones and, if appropriate, discuss with her and Lisa Sumstine, Executive Director of the Chamber of Commerce.

7.7 Event Coordination Workshop - Bob Howard and Bob Blayney will participate but nothing new to report at this time.

7.8 Business recruitment for the Town Center - Bob Howard will solicit subcommittee membership but nothing new to report at this time.

7.9 EDC Organization Structure – Bob Howard reported that Steve Crawford has volunteered to assume the duties of EDC Secretary and Bob has agreed to continue to chair the EDC pending approval of the Committee. The Committee approved.

8. New Business Discussion

8.1 Planning for Summer Milton Events:

Shakespeare in the Park Event – The Committee was informed by Bob Blayney that this event is scheduled for August 2nd and that the EDC has identified \$500 in its budget to support the event.

8.2 Bob Blayney also contacted Rick Farrel about direct support to Glenn Howard for façade improvement of his building at 109 Union (the old antique shop). Glenn welcomed the support and Bob will notify Rick.

8.3 There was discussion about the legislative bill #191 ‘Downtown District Development Act’ and whether in it’s present form it could provide benefit to Milton. Prevailing opinion is that in its current form, it may not.

8.4 Glenn Howard talked about the Governor’s Walk that runs down the side of his building and improvements that have been suggested. Further discussions are required between the Town and Glenn as any suggested improvements require funding.

8.5 Michela Coffaro asked about the rusty poles at the intersection of Routes 16 and 5. John Collier reported that DELDOT is in the process of modifying the intersection.

8.6 Jim Crellin reported that perhaps in 2 years the current location of the Farmer’s Market will need to be changed as the Historical Society will be using the property for it’s own purpose.

The next meeting is scheduled for **Thursday June 12th at 5:30** in the WBOC Conference Room.

9. Adjournment – The meeting was adjourned at approximately 7:30PM

Respectfully submitted,

Steve Crawford

Attachment: Action Items from 5-12-14 Meeting

- **Alex Donnan – Current activities and status of Signage Project**
- **Steve Crawford – Current activities and status of mural project**
- **EDC Comprehensive Plan subcommittee - Status of update effort**
- **Steve Crawford – Status of EDC advertising options to support events that take place in Town; work to get mock-up created**

- **Steve Crawford - Shop Local' program: discuss with Mayor Jones and Chamber of Commerce**
- **Bob Howard and Bob Blayney – status of Event Coordination Workshop**
- **Bob Howard – Status of business recruitment for the Town Center: formation an EDC subcommittee**